

U.S. GROCERY SHOPPER **TRENDS 2021**



HIGHLIGHTS OF KEY FINDINGS, 2021

Online grocery shopping grew dramatically, led by non-food grocery channels.



- The universe of online grocery shoppers grew from 1/2 to almost 2/3 of adults, with newcomers from every generation.
- Frequency of usage rose as well.
- Many more online grocery shoppers now consider a Mass retailer to be their primary store.
- This comes at the expense of Supermarkets, which have been less able to attract online trips but retain a place in the shopper's rotation.

Shopping well now gives more emphasis on “being well,” including not just health and safety but also recreation and leisure.

- Many more adults have become comfortable using grocery ecommerce and tend to give these experiences high marks for aligning with their immediate needs.
- Digital is accepted as a medium for food discovery, but digital shopping has not yet tapped this promise. Instead, shoppers remain hungry to return to shop in stores to connect with new food experiences, people and the pleasures of food shopping.



Eating well and cooking well now give more emphasis to enjoying food at home, with others, leveraging newly developed preparation and planning skills and sensibilities.



- Americans want and expect to continue cooking and eating at home more, even as they crave some of the convenience and variety delivered by restaurants.
- Their ambitions are supported not only by newly acquired culinary tools and techniques but also by a newfound orientation toward planning ahead, consistent with less frequent shopping and with buy-for-later choices.

Taken together these shifts portend a persistent elevation of retail spending, and ongoing opportunities to serve food shoppers through...

- Fresh-prepared solutions, aligned with shared meals and one-for-now, one-for-later orientations.
- Experiences that help shoppers discover and connect with food and with people, inspiring in-store visits.
- Digitally enabled services to meet evolving needs for wellness, convenience and the pleasure of shopping.

